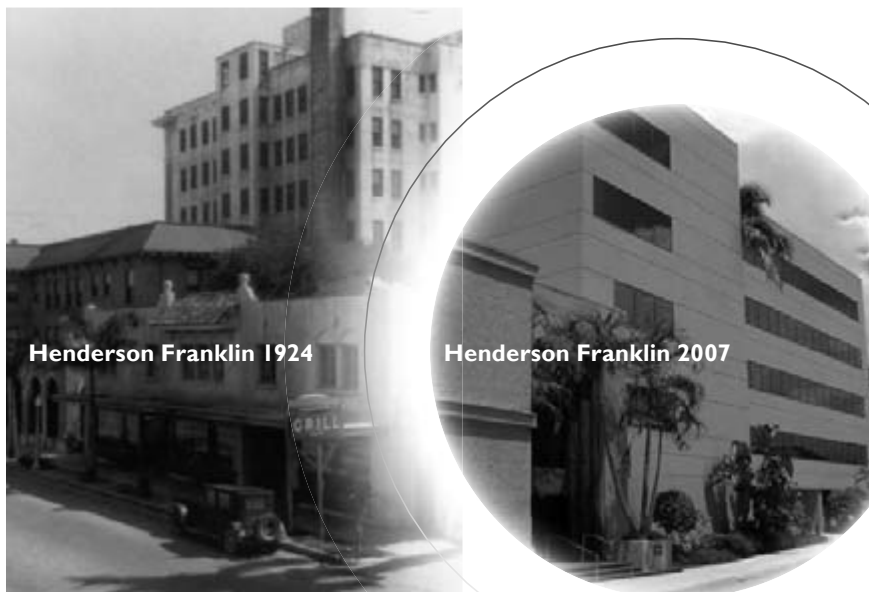


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INTERNET

From page 1

sites with all the links, graphics, and bells and whistles. Although they say the possibilities are endless.

"If the client has an idea, or wants to do it online, it can be done," Primus said.

For example, one custom program Unique ID created from scratch for FGCU matches graduating teachers with mentor teachers, based on education and field.

"Eighty to 90 percent of the time, clients don't fully understand what they want," Casimir said. "They say, 'Wow this is possible? We can do this?'"

"We want to make sure we convey to the client that these are not just ideas, but actual possibilities," Clark added.

Katkin concurred with a thoughtful nod.

"There is a unique format for each company," Clark said. "The gamut of the kinds of rolls we play never ends because the internet is always changing."

But their business environment stays the same, Katkin said; the lines of communication between everyone at Unique ID are always open.

"All too often in the corporate settings, you see egos pounding their heads together," Clark said. "We help everyone succeed together, so it's very unifying."

They also agree that clients come before profit.

"Each client is assigned a representative," Primus said. "That representative helps them through every single step. We build the relationship first. After that, we help them get to the next level, be it a Web site or marketing."

"We have 100 percent retention of our clients so far," Casimir added. "And I don't see any clients dropping us soon. 75 percent of our clients are word of mouth."

"It's a pretty simple concept," Clark

explained. "If you're friendly and do what you say, people will come back."

The process of creating a website for a client can be a lengthy one, Katkin said. First, it involves finding the needs of that specific business, then planning the project, making a prototype of the software or site, and finally a series of tests to insure quality. Even polls of friends and family.

"It's a very simple process," Katkin joked. "...It's a process of gathering information, consulting, and asking where are you now? And where do you want to be two years from now?"

As for Unique ID, they're keeping things local, they say — for now.

"Everybody wants to be a Fortune 500 at some point," Clark said. "We always say we want to tackle the mountain that is Southwest Florida before we tackle the world. We're very grateful for the customers we have."

Clark said the energy among the team is high, and the late nights at the office are many. But it's paying off, for Unique ID and its customers.

"Last year alone, we tallied \$30 million in revenue for our clients," he said.

Because of this growth, and for personal reasons, the company will change its name to Atilus on Feb. 1. The name tested well with clients, they said; it's also Casimir's grandfather's name.

"The name will change, but what will remain the same is our desire, dedication and commitment in achieving the goals of our client," Clark said. "I think our company's kind of outgrown the name, too. It's like having a nickname when you're growing up, and then you outgrow it."

For more information on Unique ID's host of services, call Clark direct at 567-9743, or at the office at 362-1271. Or visit www.webdesignid.com. ■

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